

### **Amendments to the Claims**

Please cancel claims 3-4.

Please amend claims 1, 5-10, 12-15, 19, and 21 as shown below.

Please add claims 22-36.

### **Listing of Claims**

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) A method for a pay for placement database search system, the method comprising:
  - storing one or more search listings associated with an advertiser, each search listing including a respective bid amount;
  - receiving a bid cap and a desired rank for selected search listings; and
  - adjusting the respective bid amounts for the selected search listings according to the bid cap and the desired rank, the search listings being re-ordered in accordance with the received bid cap; and  
if a tie condition makes a desired rank unavailable for a respective search listing, incrementing a bid amount for the respective search listing.
2. (Original) The method of claim 1 wherein adjusting the respective bid amounts comprises:
  - increasing the respective bids so long as each respective bid does not exceed the bid cap.
3. – 4. (Cancelled)

5. (Currently Amended) The method of claim [[3]] 1 wherein adjusting the respective bid amounts comprises:

if the desired rank for a selected search listing can not be obtained because of the bid cap, increasing a bid amount for the selected search listing so the bid amount does not exceed the bid cap to position the selected search listing at a best attainable rank.

6. (Currently Amended) The method of claim [[4]] 1 wherein adjusting the respective bid amounts further comprises:

reducing the bid amount to a minimum bid necessary to retain the best attainable rank for the selected search listing.

7. (Currently Amended) The method of claim [[3]] 1 wherein adjusting the respective bid amounts comprises:

reducing the respective bid amounts only if the reduced bid amount exceeds a system minimum bid.

8. (Currently Amended) The method of claim [[3]] 1 wherein adjusting respective bid amounts comprises:

if an adjusted bid amount for a selected search listing produces no bid change, leaving the bid amount unadjusted.

9. (Currently Amended) The method of claim [[3]] 1 wherein adjusting respective bid amounts comprises:

if processing an adjusted bid amount for a selected search listing produces no rank change, leaving the bid amount unadjusted.

10. (Currently Amended) The method of claim [[3]] 1 wherein adjusting respective bid amounts comprises:  
if processing a requested rank to a higher requested rank produces a rank change to a rank below an initial rank, leaving the bid amount unadjusted.
11. (Original) The method of claim 10 wherein adjusting respective bid amounts further comprises:  
leaving the bid amount unadjusted only if the bid amount required for the initial rank does not exceed the bid cap.
12. (Currently Amended) The method of claim [[3]] 1 wherein adjusting respective bid amounts comprises:  
if adjusting the respective bid amounts produces an adjusted rank that is below the requested rank because of a tie condition, leaving the bid amount unadjusted.
13. (Currently Amended) The method of claim [[3]] 1 further comprising:  
providing an error indicating if the desired rank is not within a permitted range of desired ranks.
14. (Currently Amended) The method of claim 13 further comprising:  
providing an error indicating if the desired rank is not a rank equal to one of rank 1, rank 2 [[or]] and rank 3.
15. (Currently Amended) The method of claim 1 further comprising:  
receiving a single desired rank for all search listings of an advertiser; and  
adjusting the respective bid amounts for all search listings according to the desired rank and the bid cap.

16. (Original) The method of claim 1 further comprising:  
receiving a desired rank for a displayed page of search listings of an advertiser;  
and  
adjusting the respective bid amounts for search listings on the displayed page  
according to the desired rank and the bid cap.
17. (Original) The method of claim 1 further comprising:  
providing a confirmation of the received bid cap.
18. (Original) The method of claim 1 further comprising:  
providing a notification after adjusting the respective bid amounts.
19. (Currently Amended) A database search system comprising:  
a database configured to store search listings associated with one or more  
advertisers, each search listing including a respective bid amount;  
first program code to produce an advertiser access page; and  
second program code to update one or more listings of the database in response  
to a desired rank and bid cap received from an advertiser using the  
advertiser access page;  
wherein the search listings are re-ordered in accordance with the received  
desired rank and bid cap, the second program code further to determine if  
a tie condition makes a desired rank unavailable for a respective search  
listing, and if so, to increment a bid amount for the respective search  
listing.
20. (Original) The database search system of claim 19 wherein the first  
program code is configured to display a page of search listings associated with an  
advertiser including a first text box and a second text box for each displayed search  
listing, the first text box to receive data corresponding to the desired rank for a search

listing and the second text box to receive data corresponding to the bid cap for the search listing.

21. (Currently Amended) The database search system of claim 19 wherein the first program code is further configured to display a first page fill text box and a second page fill text box, the first page fill text box to receive data corresponding to the desired rank for all search listings displayed on the page and the second page fill text box to receive data corresponding to the bid cap for all search listings displayed on the page.

22. (New) The method of claim 1 wherein adjusting respective bid amounts comprises:

if a selected search listing is a grandfathered search listing and if adjusting the respective bid amount for the grandfathered search listing produces an adjusted rank that exceeds the desired rank, leaving the bid amount unadjusted.

23. (New) The method of claim 1 wherein the search listings that have a keyword matching a keyword entered by a searcher are ordered using the respective bid amounts for the respective search listings and listed on a result list including at least some of the ordered listings.

24. (New) A method for a pay for placement database search system, the method comprising:

storing one or more search listings associated with an advertiser, each search listing including a respective bid amount;

receiving, from a web browser of the advertiser, a bid update for selected search listings comprising a bid cap and a desired rank;

submitting the bid update to a bid service queue in the database search system;  
and

in the bid service queue:

adjusting the respective bid amounts for the selected search listings according to the bid update, wherein adjusting comprises, if the desired rank for a selected search listing can not be obtained because of the bid cap, increasing a bid amount for the selected search listing so the bid amount does not exceed the bid cap to position the selected search listing at a best attainable rank; and

if a subsequent bid update is received from the advertiser with additional updates to any search listing for which a change has been requested but which is still in the bid service queue, overwriting the bid update for that search listing with the subsequent bid update for that search listing.

25. (New) The method of claim 24 wherein adjusting the respective bid amounts comprises:

increasing the respective bids so long as each respective bid does not exceed the bid cap.

26. (New) The method of claim 24 further comprising:

if a tie condition makes a desired rank unavailable for a respective search listing, incrementing a bid amount for the respective search listing.

27. (New) The method of claim 26 wherein adjusting the respective bid amounts further comprises:

reducing the bid amount to a minimum bid necessary to retain the best attainable rank for the selected search listing.

28. (New) The method of claim 24 wherein adjusting the respective bid amounts comprises:

reducing the respective bid amounts only if the reduced bid amount exceeds a system minimum bid.

29. (New) The method of claim 24 wherein adjusting respective bid amounts comprises:

if an adjusted bid amount for a selected search listing produces no bid change, leaving the bid amount unadjusted.

30. (New) The method of claim 24 wherein adjusting respective bid amounts comprises:

if processing an adjusted bid amount for a selected search listing produces no rank change, leaving the bid amount unadjusted.

31. (New) The method of claim 24 wherein adjusting respective bid amounts comprises:

if processing a requested rank to a higher requested rank produces a rank change to a rank below an initial rank, leaving the bid amount unadjusted.

32. (New) The method of claim 24 wherein adjusting respective bid amounts further comprises:

leaving the bid amount unadjusted only if the bid amount required for the initial rank does not exceed the bid cap.

33. (New) The method of claim 24 wherein adjusting respective bid amounts comprises:

if adjusting the respective bid amounts produces an adjusted rank that is below the requested rank because of a tie condition, leaving the bid amount unadjusted.

34. (New) The method of claim 24 wherein adjusting respective bid amounts comprises:

if a selected search listing is a grandfathered search listing and if adjusting the respective bid amount for the grandfathered search listing produces an

adjusted rank that exceeds the desired rank, leaving the bid amount unadjusted.

35. (New) The method of claim 24 further comprising:  
providing an error indicating if the desired rank is not within a permitted range of  
desired ranks.

36. (New) The method of claim 24 further comprising:  
providing an error indicating if the desired rank is not a rank equal to one of rank  
1, rank 2 and rank 3.